

Redevelopment Policies

Coliseum Central is on the verge of a significant transformation. Public investments in the Convention Center and other new developments are leveraging private investment throughout the District, as the regional marketplace has re-discovered Coliseum Central as an important location within Hampton Roads in which to do business and invest.

The Master Plan recommends the next generation of growth be directed by five important policies. These policies articulate the overarching actions necessary to steer redevelopment in the District in accordance with the community vision.

REDEVELOPMENT POLICIES
Create dense, connected, and pedestrian-friendly activity centers in identified areas.
Encourage residential development wherever possible, in appropriate forms that relate to neighboring land uses.
Organize land use in terms of scale of development and cluster uses compatible in character.
Develop and connect open space and natural areas within the District to provide amenities for residents and visitors alike.
Create new public streets with sidewalks and street trees that connect the varying land uses in the District.



Aerial photograph of Coliseum Central District, looking west.

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Create dense, connected, and pedestrian-friendly development nodes in identified areas.

Compact nodes of development are not common on the Peninsula, and do not currently exist within the Coliseum Central District. Such nodes could be identified as human-scaled, pedestrian-friendly areas that provide a unique sense of place for visitors and residents alike. Density of investment allows for walkable places supported by a “park-once” strategy. These nodes of development should be places for more than retail transactions; they should become centers for the communities they serve. They are examples of “city building,” in that they strengthen the connectivity of the entire fabric of the city of Hampton.



Pedestrian-Friendly Nodes

Encourage residential development wherever possible, and in appropriate forms that relate to neighboring land uses.

Though the Coliseum Central District is primarily thought of as a commercial area, many city neighborhoods lie within its boundaries or are adjacent and supportive of its commercial uses. As such, residential development can build this retail market. There is significant current market demand for residential development in this area of the city. Due to its proximity to larger-scale commercial, retail, and institutional uses, new residential development is also appropriate in denser scales than are now present. Coliseum Central provides a unique and needed opportunity to diversify the types of housing in the City of Hampton. Apartments, condominiums, lofts, and townhouses are of an appropriate scale to neighboring non-residential development. New single-family housing can also be developed directly adjacent to existing neighborhoods of the same housing scale.



Residential Development

Organize land use in terms of scale of development and cluster uses compatible in character.

Current development is not very well organized or well connected within the Coliseum Central District. Land uses should not be zoned into single-use, homogenous areas, but instead, character and scale of development should be coordinated to create orderly patterns and places of value for residents and visitors, as well as areas attractive to potential investors and developers. Some land uses are just not compatible with others. This is most typically a case of improper scale relationships, so the way places are used is just as important as what they contain. For example, very large footprint retailers that are auto-oriented should be located near to similar stores, and near to the expressway toward which much of their business is oriented. The health of development areas is largely based upon synergies between investments. Thus, coordinated, definable places within the District will strengthen the Coliseum Central District and the city as a whole.



Coordinated Land Uses

Develop and connect open space and natural areas within the District to provide amenities for residents and visitors alike.

The natural position of the City of Hampton on the Virginia Peninsula gives the city, and particularly Coliseum Central, access to many unique, open space amenities. Though the major natural system, the Newmarket Creek watershed, is now seen as a barrier to development, the District can redefine it as a new amenity by providing connections to uses along it. The specific sense of place that natural systems provide can establish addresses for development that are unlike those in much of the region. The connection of open space to neighborhoods creates a sustainable environment due to access to quality of life amenities.



Open Spaces

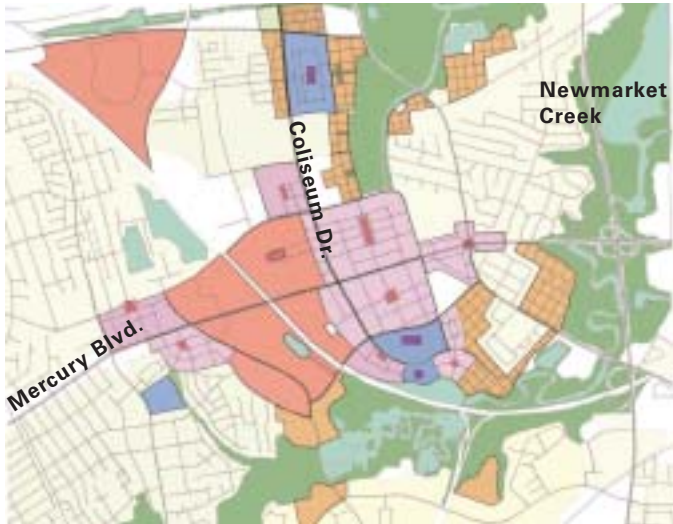
Create new public streets that connect the varying land uses in the District (retail, residential, and open space) to each other through the creation of a functioning public realm.

Currently, large arterial streets carry cars for both through-trips, as well as local trips, within the District and its neighborhoods. The provision of a properly-scaled, local street network will clarify the types of traffic in the District and help establish a variety of places based upon a hierarchy of street types. Public streets should vary in width and type, and a diversity of street types will be instrumental in creating a diversity of places. Streets are an important part of the public realm. They should be thought of as places where public life is fostered, as well as to provide increased access to and connectivity between neighborhoods and destinations.



A Network of Streets

Frameworks for Growth

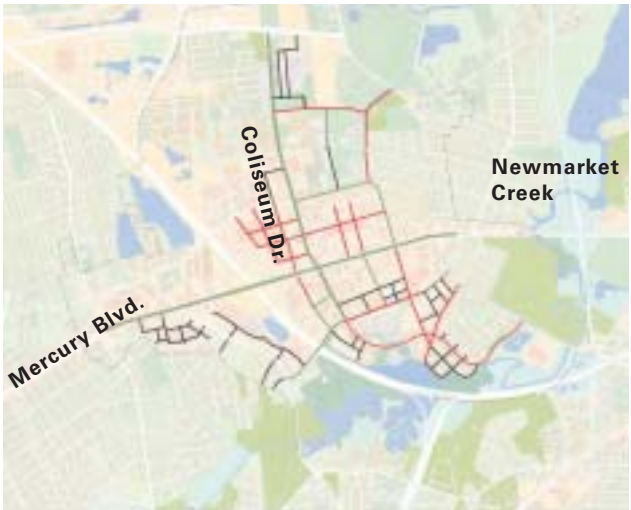


FRAMEWORKS FOR GROWTH The overall planning effort should be thought of in terms of its underlying systems of organization: development patterns (above), street network, open space, and pedestrian connectivity.

In order to grow in a cohesive and organized manner, patterns of development, a network of streets, and a connected system of open space must be established. Discontinuity in these underlying systems results in unsustainable development. Without healthy frameworks, public and private sector investments will not be leveraged, and true metamorphosis and evolution of a place cannot occur.

These frameworks for growth address the challenges posed by a District made up of many different property owners and stakeholders with widely varying needs. By reviewing new development proposals and redevelopment initiatives within the context of the overarching frameworks of the District, one can evaluate whether investments will indeed be connected to each other. As such, cohesive yet unique, meaningful places for both residents and visitors to the City of Hampton will be created because guiding principles and a holistic planning approach have guided the design process.

The categories of development patterns, street network, and open space define the main systems by which connections are made between land uses. Development patterns address the ways in which land uses relate to one another in terms of character and scale, not by mere type of development. A network of streets provides both access and connectivity within the District, as well as creates a series of development opportunities. Natural systems define a sense of place for the District and provide recreational amenities to support neighborhoods and special districts.



Framework of Streets

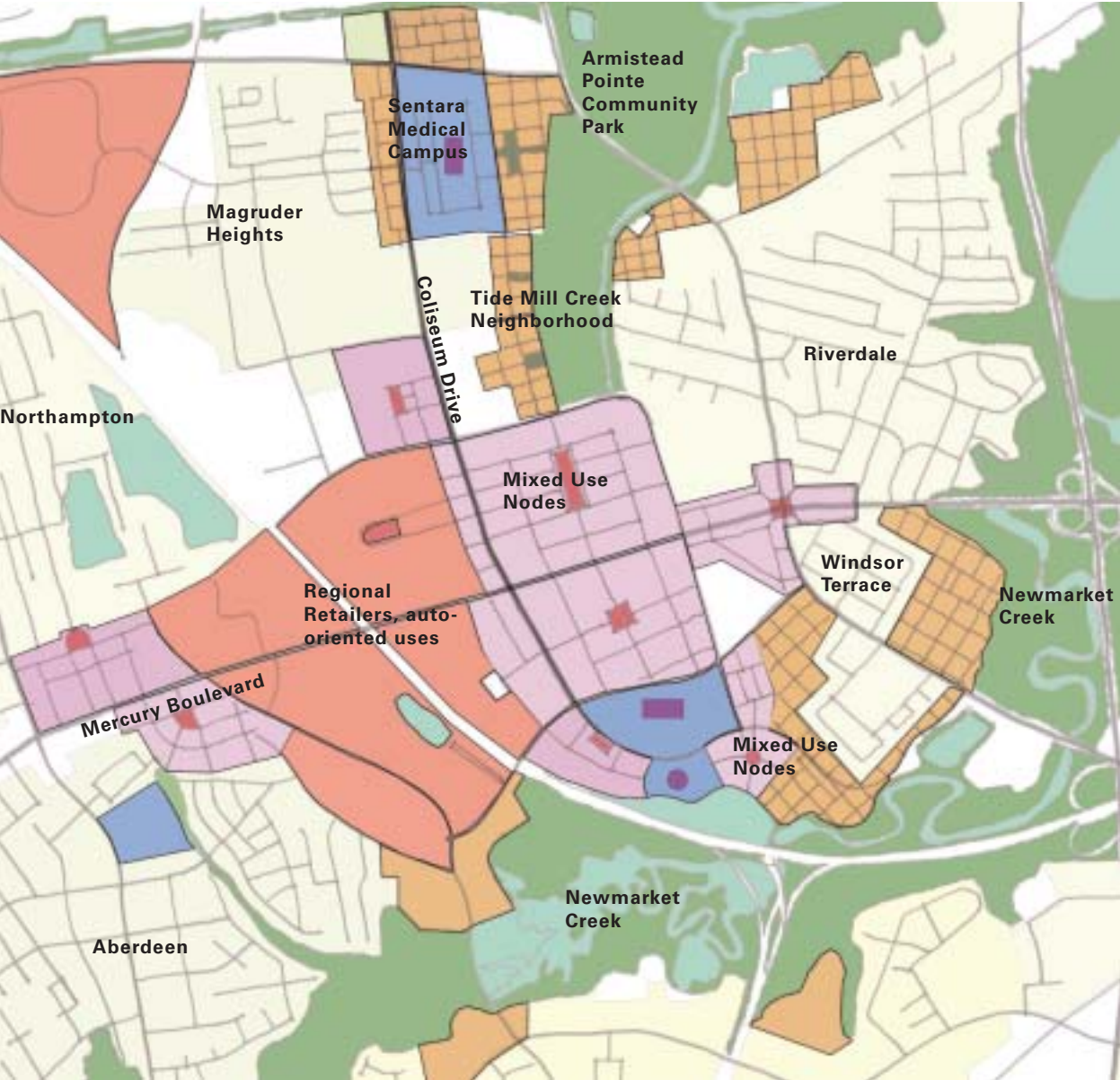


Framework of Open Space and Pedestrian Connectivity

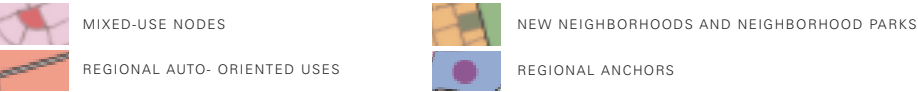
Development Patterns

The development patterns in Coliseum Central, currently characterized by auto-oriented uses scattered throughout the area, will transition to pedestrian-friendly, mixed-use nodes surrounded by new residential neighborhoods and connected to a regional open space system.

Coliseum Drive will become the District “Main Street” and its primary spine of development anchored in both the north and the south with major regional investments meant to infuse the District with both visitors and employees. Several nodes of mixed-use development will be located along Coliseum Drive, both north and south of Mercury Boulevard. These mixed-use nodes, as well as the areas identified on the west side of I-64, will provide community- and neighborhood-serving retail, as well as medium-density housing. Large auto-oriented and regionally serving land uses such as single-use office parks, large big-box retailers, and event venues will be consolidated around interstate interchanges.



FRAMEWORK OF DEVELOPMENT PATTERNS New mixed-use nodes will create multiple centers within the District. Large auto-oriented users, single-use districts, and regional attractions will be located proximate to the interstate. New housing developments will fill in the seams between the commercial areas and the existing neighborhoods.



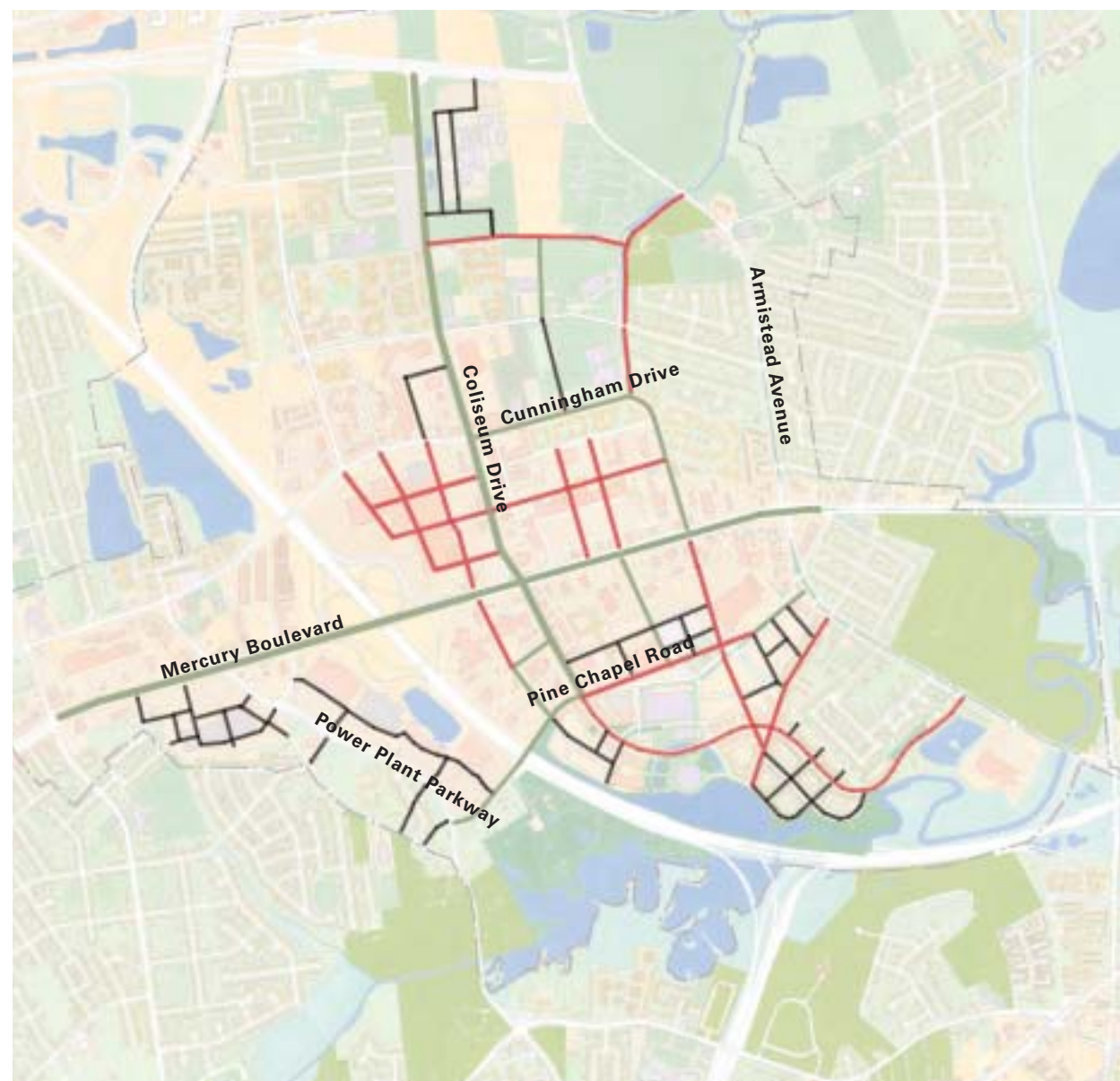
RECOMMENDATIONS

- Establish development patterns that promote the healthy growth and integration of commercial and residential development.
- Pursue a mix of commercial development that is both regionally-unique as well as locally-serving.
- Concentrate retail development in the core and encourage denser development in and around identified nodes.
- Identify preferred locations for large-scale, auto-oriented development, as well as different preferred locations for smaller-scale, neighborhood-compatible development.
- Strengthen the local retail market by aggressively developing the local housing market with both medium-density housing in the core, within walking distance of daily services, and traditional lower-density neighborhoods on greenfields toward the periphery of the area.
- Preserve environmentally sensitive lands whenever possible as additions to the District’s open space network.
- Reserve locations adjacent to I-64 for large-scale, auto-oriented development that require high visibility and regional access.
- Integrate the schools and local institutions into the neighborhoods by surrounding them with new housing development.
- Create partnerships with private land owners to transition their properties from exclusively commercial to a mix of uses.
- Refocus efforts towards creating a unique identity; one that takes advantage of Hampton’s regional centrality and the District’s proximity to stable neighborhoods.

Street Network

Coliseum Central, unlike most suburban shopping areas, is not merely a linear commercial strip. It consists of two primary streets, Coliseum Drive and Mercury Boulevard. This is a great advantage for the District because it has the makings of a potentially well-connected street network. A large-scale grid system is already in place with Cunningham Drive, Pine Chapel Road, Armistead Avenue, and Power Plant Parkway. These primary streets, together with Coliseum Drive and Mercury Boulevard, provide the main structure of the District. The Plan recommends extending this grid of streets, as well as subdividing it with local streets that support new, mixed-use development.

Significant new street connections include the extension of Cunningham Drive south to Coliseum Drive, a new north/south street along Tide Mill Creek between Cunningham Drive and Armistead Avenue, a new east/west street between Coliseum Drive and the new Tide Mill Creek road, and a realigned Pine Chapel Road. Other street extensions include connecting the Hotel District with the Coliseum Mall by extending Commerce Drive, extending Convention Drive east to the Cunningham Drive extension, and linking Riverdale Plaza with the Coliseum Mall by straightening and extending Von Schilling Drive west to connect to a southern extension of Executive Drive. These community connections will tie the District together with surrounding neighborhoods and will extend the primary structure of the District into undeveloped areas.



FRAMEWORK OF STREETS A connective street network will be established by both extensions of existing streets, as well as new rights-of-way. Primary streets, shown in red, provide main, local connections while new local streets, shown in black, create blocks appropriately-scaled for the development. Improved streets are indicated in green.



PRIMARY NEW CONNECTIONS



LOCAL CONNECTIONS



IMPROVED EXISTING STREETS

RECOMMENDATIONS

- Create north/south connections across Mercury Boulevard in order to create small, walkable development blocks.
- Extend a new street along Tide Mill Creek from Cunningham Drive to Armistead Avenue in order to create residential development opportunities around the school sites.
- Re-align Pine Chapel Road to create a new, double-sided commercial street in the center of a future mixed-use node.
- Develop street standards that will lead to the implementation of the overall policies of the Plan.
- Remove the flyover ramp at Coliseum Drive and Mercury Boulevard in order to increase visibility and access to the Coliseum Mall property, and improve pedestrian connections at this intersection.
- Redevelop large commercial properties such as Coliseum Mall, Riverdale Plaza, and Mercury Plaza into mixed-use nodes by introducing a fine-grained network of local streets.
- Incrementally transform Mercury Boulevard into an attractive urban boulevard that balances the needs of both regional and local traffic.
- Transform Coliseum Drive to a pedestrian-oriented street with sidewalks, landscaping, and buildings that front and address the sidewalk.


Open Space & Pedestrian Connectivity

The system of open space and pedestrian connectivity will become an important amenity for residents and visitors alike. Newmarket Creek and Tide Mill Creek are recognized by residents, yet are largely invisible to visitors and employees of the District. The Plan, therefore, recommends development of an extensive open space system containing a spectrum of open space types. These would include community parks in the neighborhoods, plazas and greens in the mixed-use areas, event spaces adjacent to the Coliseum and Convention Center, and wetlands and natural areas along Newmarket Creek and Tide Mill Creek. The Plan proposes connecting all of these spaces together with a network of paths, trails, boulevards, promenades, esplanades, and sidewalks.


A connected open space system as established in the Plan will help integrate the proposed redevelopment areas with the surrounding neighborhoods. It will increase the livability of the neighborhoods and will create lasting places of value based on its inherent character and qualities.




FRAMEWORK OF OPEN SPACE & PEDESTRIAN CONNECTIVITY By developing sites that provide access and take advantage of natural systems, the Coliseum Central Business Improvement District will become better connected to the City.




NEIGHBORHOOD PARKS & PLAZAS



TRAILS & TRAIL HEADS



BOULEVARD & STREET IMPROVEMENTS



INSTITUTIONS, SCHOOLS, & CAMPUSES

RECOMMENDATIONS
Develop an extensive pathway and trail system throughout the Newmarket Creek and Tide Mill Creek watersheds.
Establish access points and trail heads to the Newmarket Creek open space system in both existing and new neighborhoods.
Establish “blue trails” in Newmarket Creek by creating launch sites for non-motorized craft.
Create plazas, greens, or squares in the middle of new, mixed-use developments.
Develop pedestrian-friendly streets throughout the District containing sidewalks and street trees.
Establish a bike route signage system that directs residents and visitors to Newmarket Creek trail heads and other destinations.
Develop promenades and an esplanade around the Coliseum Lake and Newmarket Creek.
Create a central gathering space and a generous pre-function space between the Coliseum and the Convention Center.
Implement site improvements on commercial properties that encourage pedestrian activity and social interaction.
Establish a greenway trail connection along Hampton Roads Center Parkway connecting Armistead Pointe, Hampton Roads Center Parkway, and Sandy Bottom Nature Park.